



Phase 1:
Investing in
America's Future



NATIONAL EXCHANGE CLUB
FOUNDATION

Strengthening Families. Building Communities. Serving America.



Dear Leader:

The leadership of The National Exchange Club Foundation is committed to supporting the many excellent programs of Exchange. We are excited about the first phase of the **Investing in America's Future** campaign, which will focus on our national project of Child Abuse Prevention. Future campaign phases are expected to encompass Exchange's youth and Americanism programs of service. We are already recognized as a leader in the field of Child Abuse Prevention, and we are taking this opportunity to capitalize on this core part of our mission and build upon our most visible project. The first phase of our **Investing in America's Future** campaign will provide the financial resources needed by our national network of dedicated professionals in our efforts to reduce child abuse:

1. **Sustain Child Abuse Prevention Efforts through Perpetual Endowment**
2. **Establish Proactive Leadership Role in Contributing to the Prevention Field**
3. **Evaluate and Research Programs and Impact**
4. **Restore and Expand Network Resources**

We have already received significant financial commitments – in the form of a collective \$1 million challenge gift – to launch this initial campaign. Our leadership is committed to the success of this endeavor. Now, we need your help to move the campaign forward.

The opportunity to impact our great nation is at a critical time. In order to provide meaningful funding for Child Abuse Prevention, and establish our organization as a credible provider of resources, we need your involvement and your generous financial support of our **Investing in America's Future** campaign. With the support of people all across this great country, Exchange Clubs will continue to offer and expand their programs to strengthen families, and build communities across America. Come, join with us!

Thank you for your consideration of our efforts.

Yours in Service,

A handwritten signature in black ink that reads "J. Michael Jernigan". The signature is written in a cursive, flowing style.

J. Michael Jernigan
President, National Exchange Club Foundation



BEGINNINGS

The National Exchange Club began in Detroit, Michigan in 1911. Its founder, Charles A. Berkey, recommended the name as a way to reflect the organization's desire to draw like-minded individuals together to exchange ideas and information with the shared goals of serving and improving their communities. The National Exchange Club will celebrate its Centennial in 2011 and now boasts approximately 800 clubs and 28,000 members throughout the United States and Puerto Rico.

As a result of strategic partnerships with organizations such as the American Legion, Feeding America (formerly Second Harvest), Select Health of South Carolina and others, The National Exchange Club is able to maximize its efforts and leverage its influence and reach nationwide.

Exchange, America's Service Club, is a group of men and women working together to make our communities better places to live through programs of service in Americanism, Community Service, Youth Activities and its national project, the Prevention of Child Abuse.

The National Exchange Club
Mission Statement



THE NATIONAL EXCHANGE CLUB FOUNDATION

To expand and enhance The National Exchange Club's important programs and services, The National Exchange Club Foundation (the Foundation)—a 501(c)(3) non-profit organization—has launched a nationwide fund-raising campaign: **Investing in America's Future**. The campaign will provide necessary funding for programs and projects that strengthen families, build communities, and serve America.

The first phase of the **Investing in America's Future** campaign will focus on its national project to prevent child abuse. It is anticipated that subsequent phases of the campaign will focus more on the Exchange Club's programs of service, including youth projects and Americanism. Goals for subsequent phases of the campaign will be determined at a later time.

As individuals, families and communities face continued economic uncertainties, it is more important than ever for The National Exchange Club to offer and expand their proven programs and services where they are needed most—particularly as they relate to The National Exchange Club's national project, Child Abuse Prevention.

While Exchange Clubs (Clubs) work tirelessly in their communities to strengthen families, the **Investing in America's Future** campaign provides the critical macro infrastructure, validation and support and visibility necessary for a strong network of Exchange Club Child Abuse Prevention Centers (Centers) and Exchange Clubs to thrive—not only today, but far into the future.

By solidifying its stance as the national leader in Child Abuse Prevention, the greatest outcome the Foundation will provide Clubs and Centers is not merely tangible. Clubs will develop a strengthened source of pride for their work on a local level—which creates a recruiting focus and a renewed resolve. Centers will have access to and influence in national policy and research. This important relationship will serve them as they refine and deliver their messages and seek support for local engagement and funding.

Your partnership, involvement and generous financial support of our campaign for **Investing in America's Future** are needed. With the support of people all across this great country, Exchange Clubs will continue to offer and expand their programs to strengthen families, and build communities across America.



STRENGTHENING FAMILIES: PREVENTION REQUIRES OUTREACH AND EDUCATION

Child Abuse Prevention

It is horrifying to think that anyone would hurt a child, and yet child abuse is so pervasive in our communities that it touches the lives of us all. Staggering statistics transcend demographics: more than one child in four is affected. Research shows that abuse can play out later in life in health issues, anti-social and criminal activity, mental health difficulties, and other areas that affect us all – not the least of which is the continuation of abuse to future generations. **But prevention is an efficient and cost-effective alternative way for each of us to make a difference.**

For 30 years, Exchange Clubs across America have worked tirelessly to raise awareness of child abuse and implement programs that improve the lives of children and families. With additional partners and resources, we have a vision to provide every child in America with the opportunity for a safe and healthy beginning to life. When we prevent maltreatment of children, we are not only safeguarding this present generation, but also making childhood safer for generations to come.

Community-based Exchange Club Child Abuse Prevention (Centers) throughout the country are staffed by dedicated, credentialed employees, working directly with parents to promote healthy families and counter abuse. The Exchange Club's national project of Child Abuse Prevention includes a network of approximately 100 Prevention Centers and program sites nationwide.

In the past five years, with the support of local Clubs, Centers across America have contributed over \$300 million to the prevention of child abuse. It is estimated that through this campaign, the impact to communities could exceed a billion dollars over the next 10 years.



“I had three small children to care for and no support or friends. I was afraid of bringing my new baby home and worried about taking my anger out on the little ones. It was then that I met the Exchange Club Family Support Center. My parent aide taught me what patience and kindness were and I learned from her to be a good mother. I met and married a wonderful man and I am now a counselor. I chose the field of helping as a result of the tremendous help I received from the Parent Aide Program provided by the Exchange Club Child Abuse Prevention Center in my community.”

Lucy

The Parent Aide home visitation program – offered by every accredited Exchange Club Prevention Center – provides supportive services for at-risk families. This model uses trained, professionally-supervised parent aides who work one-on-one with parents to make a difference in the lives of their families. In addition to the Parent Aide program, Clubs and Centers provide a wide variety of services and programs to inform and motivate the public about their role in helping to prevent child abuse. The Exchange Club’s network of Prevention Centers have helped nearly 660,000 families break the cycle of violence, thereby creating safer homes for more than 1.6 million children.

The Foundation provides Centers with training, accreditation, technical support, new center development, education, advocacy and networking. It is a high priority for The National Exchange Club to ensure that Center staff members have access to the most recent research and best practices in the field to help strengthen families in their communities.

For nearly a century, The National Exchange Club has helped strengthen families, build communities, and serve America through its various programs of service. This important work takes more than time and energy; it requires significant financial support. Support for **Investing in America’s Future** will provide unprecedented visibility and pride and reaffirm The National Exchange Clubs’ position as the leader in Child Abuse Prevention. Essential funding will be given for the continuation and expansion of the vital work of Exchange Clubs all across America. We graciously ask for your partnership, your involvement and your financial support to assist The National Exchange Club in making a true difference in America through its children.



CAMPAIGN GOALS FOR *INVESTING IN AMERICA'S FUTURE*

Phase 1: \$5.5 Million for Child Abuse Prevention

Initiatives funded in Phase One of The National Exchange Club's vision to strengthen America through Child Abuse Prevention will provide resources for Centers and Clubs that only a strong national organization can provide its network. While enhancing Child Abuse Prevention Centers' capacity on a local level through national strategies, initiatives funded through the first phase of the **Investing In America's Future** campaign provide Exchange Clubs the strong infrastructure, visibility and purpose that are necessary to build a solid network of service clubs across America. Goals for subsequent phases of the campaign will be developed and published at a later time.

The National Exchange Club is a charter member of The National Child Abuse Coalition and a Partner in Prevention, along with other national Child Abuse Prevention organizations, with the Children's Bureau, Administration for Children and Families and the U.S. Department of Health and Human Services.

The four primary goals of the **Investing In America's Future** campaign are:

- 1. Sustain Child Abuse Prevention Efforts through Perpetual Endowment**
- 2. Establish Proactive Leadership Role in Contributing to the Prevention Field**
- 3. Evaluate and Research Programs and Impact**
- 4. Restore and Expand Network Resources**



GOAL #1: Sustain Child Abuse Prevention Efforts through a Perpetual Endowment **\$2.5 million**

The National Exchange Club is creating an America where every child is safe and nurtured in his or her home. An endowment creates a promise today that the future of The National Exchange Club's national project is secure. With a substantial endowment, leaders ensure sustained progress knowing funding will be available regardless of changes in staff, volunteer leadership or other unforeseen factors.

A perpetual endowment builds on the progress The National Exchange Club has already made through the years and ensures that it continues with the same resolve. The endowment recognizes that America's promise is its children, and the commitment to its country, has no end.

GOAL #2: Establish Leadership Role in Contributing to the Prevention Field **\$650,000**

Establish National Presence — \$200,000

Until now, making "Exchange Club" a household name has only been a dream. Today, through a strategic marketing and communications effort that focuses on brand recognition and identity, Exchange Clubs will be recognized as the national leader in Child Abuse Prevention.

A market analysis and plan will identify cause-related marketing opportunities similar to those recently receiving public notice, such as the Susan G. Komen breast cancer awareness effort. While others talk about wanting this type of recognition, Exchange Club members will be taking the first step to providing visibility to Exchange Clubs and Child Abuse Prevention. This national identity will impact Exchange Clubs and their local Prevention Centers through community awareness of their association with a national leader. Clubs will be impacted through this increased visibility, which will provide recruiting opportunities. The Child Abuse Prevention field will be impacted through increased visibility. This cause-related marketing focus also provides a future that is secured through publicity and financial resources to further The National Exchange Club in the execution of its mission.



The National Exchange Club will take advantage of this significant opportunity to begin developing a positive cause-related marketing plan. We will undertake a market analysis to identify a plan that outlines steps for increasing the possibility for partnering with appropriate corporations in such a way that brings publicity and financial resources to further The National Exchange Club in the execution of its mission.

National Board of Visitors — \$270,000

To further strengthen The National Exchange Club’s position and promote its mission to prevent child abuse, the **Investing in America’s Future** campaign will establish and convene an esteemed National Board of Visitors to set a national agenda for Child Abuse Prevention. This Board will include top researchers, public officials, and representatives from other Child Abuse Prevention groups such as the American Medical Association, U. S. Department of Health and Human Services, the American Academy of Pediatrics, U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention, Centers for Disease Control, and child advocacy organizations. Under the leadership of The National Exchange Club, this Board of Visitors will convene and design a national agenda that will be disseminated and published through a national platform.

Technology Upgrades for National Headquarters — \$180,000

Today, time is money. Leaders in the field of Child Abuse Prevention are expected stay abreast of information and resources, and to disseminate that information effectively. Up-to-date technology provides efficiency, ensures accurate information, and promotes timely responses. The **Investing in America’s Future** campaign will provide the latest technology to Exchange Clubs’ National Headquarters to ensure Centers and researchers have the most timely information and resources available and dollars are being used in the most efficient way. Upgrades will be made and equipment purchased to provide technical support and technology that may include software, computers, web-based video conferencing, laser printers, projectors, scanners, laptops and other essential electronic equipment.



Goal #3: Research and Evaluation

\$1.21 Million

The demand for research-based methods for working with families is here to stay. Because family support dollars are limited and community needs for Child Abuse Prevention are increasing dramatically, those that fund Child Abuse Prevention programs are insisting on research that validates programs to prove their dollars are being put to the best use possible.

Without an urgent focus on research and evaluation, Centers are destined to continue to struggle with funding programs that, while they may actually be effectual — are competing with less effective programs that are research-based.

Research and Evaluation funds from this first phase campaign will provide the following:

Clinical Trial Study — \$670,000

Trial studies are expensive and time consuming, but necessary to ensure that Centers are putting their energies and resources into work that is the most lasting and effective. Funds from the **Investing in America's Future** campaign will be used to fund an important research study that shows donors that programs are effective and replicable. When research bears out positive results, funding follows.

The field now requires two randomized clinical studies with published results to be considered “effective.” The clinical trial study conducted by the Winston-Salem Exchange Center through the Office of Child Abuse and Neglect is near completion. One more clinical trial study on the Parent Aide model will allow us to be recognized in the field as an Effective Program — the gold standard for Child Abuse Prevention. Once the Effective Program “stamp of approval” is received, local centers that are compliant with our standards will be eligible to receive state and federal dollars not currently available to them.



Accreditation and Evaluation — \$170,000

Ensuring Exchange Child Abuse Prevention Centers have the resources needed to operate at the highest standards is a priority of the **Investing in America's Future** campaign. To this end, we will outsource review of accreditation applications and retain support for National Exchange Clubs and Centers to enhance evaluation and data collection efforts. Resources will provide increased education and technical assistance to centers as well as funds necessary to improve systems and purchase tools.

Student Research Assistants — \$95,000

Student research assistants serving under the guidance of Dr. Jeanette Harder, University of Nebraska at Omaha, will help demonstrate programmatic effectiveness. Under her supervision and in collaboration with the Foundation, the students will assist in improving evaluation practices and data collection and management; provide training to Centers on related topics; and conduct and publish interpretations to assist with securing grant funding.

Published Work — \$75,000

The publishing of white papers that will interpret how Centers impact America through their work with families, from social, medical, and economic perspectives is a priority of the **Investing in America's Future** campaign. Assisting Centers in their efforts to secure local, state, and national funding, these white papers will increase visibility and credibility while providing valuable information to researchers and practitioners who are seeking best practices in the field.

Reliable Data Tracking: Implementation of Two-Year Plan for Data Collection — \$200,000

In 2006, the Foundation supported an initial endeavor for a continuous and reliable source of data from all our Centers. Today over 80% of Centers use this web-based data system and with our current evaluation initiatives. The time is right to improve the technology. Funds will support internal staff and the Accreditation and Evaluation endeavor, and allow for technical and implementation analysis. A planning and design budget will ensure that a comprehensive and long-term product is developed successfully.



GOAL #4: Restore and Expand Network Resources

\$1.14 million

Centers need a strong national network of resources to thrive. As the national leader in Child Abuse Prevention, The National Exchange Club will fulfill its obligation to Centers, families and America to ensure Centers have the resources they need to remain. The **Investing in America's Future** campaign will establish The National Exchange Club as a reliable, up-to-date resource for best practices in Child Abuse Prevention. The network will have consistent models for Center operation, research and evaluation, and will connect with professionals in the field. To expand and enhance its programs and services, The National Exchange Club will build its infrastructure to provide the following resources to Centers over the next two years.

Technology Grants — \$250,000

It is no surprise that Centers that are doing well have the best technology and equipment in the network. The **Investing in America's Future** campaign will bridge the “technological divide,” which is a disparaging reality in The National Exchange Club's Center network. Technology grants will be available for up to 10 Centers and two Exchange Clubs annually for two years to purchase equipment, software and other necessary technology equipment that will enhance services to families, improve evaluation processes, allow for Centers to prepare for or participate in a single-site research project, or recruit new members.

Enhanced Professional Development and Training — \$365,000

The **Investing in America's Future** campaign will provide Center Directors, staff, volunteers, and board members opportunities to take advantage of increased professional development, guidance, and training, including site visits. Such leadership development represents one of the key factors that will keep The National Exchange Club at the forefront of Child Abuse Prevention efforts: well-trained, current and qualified professionals at every level. Training opportunities to enhance professional development will be upgraded and accessible through grants that will allow Center directors, staff and volunteers to attend important events. Annual professional symposiums will offer important national speakers and trainers while site visits to local Centers will provide staff, volunteers, board members and local Exchange Club members leadership development opportunities.



Assistance to Prevention Centers — \$325,000

The **Investing in America's Future** campaign will make resources available to individual centers to pursue specific activities which fulfill the network's collective mission of preventing child abuse at the community level. Centers are private, nonprofit businesses that are subject to the same economic challenges as any other business. Even more so, they are affected by political whim and sometimes extreme fluctuations in charitable giving.

An equitable grant process will be developed to enable The National Exchange Club to entertain requests from the Center network on an annual basis for support of local efforts to prevent child abuse. This grant process will identify specific, promising program practices that significantly impact the community by reducing child maltreatment and may be replicable.

Internet Plan and Implementation — \$200,000

By taking advantage of the Internet in a strategic fashion, The National Exchange Club Foundation will improve the capacity to fulfill our national project's Child Abuse Prevention mission. The National Exchange Club has approximately 15,000-20,000 visitors to our Child Abuse Prevention website each month. The **Investing in America's Future** campaign will seize the opportunity to create more connection and interaction to better highlight the Exchange Club's efforts, ways non-members might become involved, and additional avenues to include people in supporting programs. In collaboration with Tom Hanna, Executive Vice President of LifeNET, Inc. (an established provider of technical support, training, and strategic consultation) Foundation staff will develop this strategic plan, which will address website expansion, webmaster oversight, and day to day management of the site. Through this web-based partnership with LifeNET, The National Exchange Club ensures visibility and credibility that dramatically increases the substance, accessibility and visibility of the website, which are important to positioning as the national leader in Child Abuse Prevention.



CAMPAIGN SUMMARY

INVESTING IN AMERICA'S FUTURE THROUGH CHILD ABUSE PREVENTION

Investing in America's Future is a bold undertaking for The National Exchange Club. In order to ensure our future, we must first restore our previous strength and then expand our reach. Doing so will take a courageous collective effort. Our clubs and our centers are suffering from reduced resources that have diminished through the years. We have the ability to bring them up to date and give them a competitive edge by investing in the worthwhile programs and efforts outlined herein. Through a strategic marketing and communications effort, we can make "Exchange Club" a household name, thereby strengthening our entire network's capability to recruit new members and grow. By focusing strategic efforts on research, evaluation and technology enhancements, we can elevate the field of Child Abuse Prevention while we rebuild and expand our own network. A perpetual endowment will secure the future of these program services.

Sustain Child Abuse Prevention Efforts

Through a Perpetual Endowment **\$2,500,000**

Establish Leadership Role in

Contributing to the Prevention Field **\$650,000**

Research and Evaluation

\$1,210,000

Restore and Expand Network Resources

\$1,140,000

Total Investing in America's Future campaign:

\$5,500,000



NAMING OPPORTUNITIES

<i>National Child Abuse Prevention Research Program</i>	\$1,500,000
<i>Endowment — Heritage Society</i>	\$1,000,000
<i>Center Accreditation Program</i>	\$1,000,000
<i>Center Grant Program</i>	\$1,000,000
<i>Center Training Program</i>	\$1,000,000
<i>Named Child Abuse Prevention Fund — Legacy Gift</i>	\$100,000
<i>Named Technology Grant to Center or Club</i>	\$100,000
<i>Named Evaluation and Research Grant</i>	\$100,000
<i>Named Accreditation Grant</i>	\$100,000
<i>Named Research Assistant</i>	\$250,000
<i>Named Research Project</i>	\$250,000

THE NATIONAL EXCHANGE CLUB BOARD OF DIRECTORS

(home locations listed)

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Ron Lashmett, National Treasurer	Lake Forest, CA
Rob Davidson, Past National President	Tucson, AZ

Regional Vice Presidents

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Sid Mobley	El Paso, TX
Brenda Robinson	Missouri City, TX
Dennis Norwood	Rossville, GA
Gregory Harrant	Midland, MI
John Fetters	Findlay, OH
Paul McShane	Niceville, FL
Margie Miller	Charleston, SC
Anne Marie Logue	Gettysburg, PA
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